

Executive Profile of Dr. Doğan HASAN

Dr. Doğan Hasan possesses a unique experience in managing manufacturing companies as an engineer, professional executive, industrial entrepreneur, and consultant with academic expertise. He has extensive and in-depth knowledge of **Industry 4.0, Digital-Lean Transformation, and Operational & Organizational Excellence.**

Some key highlights of his career:

- He started his professional career at **Siemens** and received training at **Siemens Amberg**, the world's first Industry 4.0 factory.
- At the age of **26**, he became **Production Manager at Webasto**. Since that day, for **25 years**, he has been managing teams and leading organizations. He carried out his **first lean-corporate transformation project at Webasto**.
- Later, he returned to **Siemens** as the manager of **pre-manufacturing departments**, which were considered a "**penalty zone**." In this role, he experienced a transformation similar to the **NUMMI case** and successfully transformed the pre-manufacturing departments **operationally and organizationally within three years**.
- In **2006**, he pioneered the **first capacity planning and OEE tracking implementation in SAP** in Turkey.
- In **2008**, before **Industry 4.0** was even conceptualized, he designed, coded, and implemented an **MES software algorithm**, gaining significant experience in **digital transformation**.
- In **2010**, he was assigned as a **project manager** for **relocating a Siemens factory from Berlin to Letohrad**. Within **nine months**, he led the **technical project management** of an **Industry 4.0 factory** capable of producing **128 million different variants in a one-piece flow**.
- At the **end of 2010**, he became an **entrepreneur**, supplying **Siemens factories** and later expanding into the **automotive sector**. During this period, he obtained **ISO9001 and IATF16949 certifications without external consultancy**.
- He implemented a **full-scale ERP system without external consultancy**.
- He managed around **10 R&D projects**, including **one patented innovation**.
- In his **SME**, he successfully led a **third cultural transformation process**, even with **illiterate employees**. He even **established a one-piece flow production line in a prison**.
- Simultaneously, he started working as an **assistant professor** at a university, focusing on **industry-university collaboration**. His first project **won first place in the Productivity Awards** organized by the **Ministry of Industry**, which marked his entry into consultancy.

Through these experiences, he has gained a **professional, academic, and industrial entrepreneurial background**. Now, he has added a **fourth perspective—consulting**, enabling him to offer **high flexibility, speed, empathy, and optimal results**.

- In a three-day consultancy project at a cooking equipment manufacturer in Kayseri, he achieved a **20% increase in production with 10% fewer personnel**.
 - At a conveyor belt manufacturer in Istanbul, he reduced the **lead time from order release to shipment readiness from about one month to between 1–2 hours and 1–2 days**, depending on product size — all achieved within just two months through four days of consultancy.
 - Through his consulting firm, he has developed **four unique model factories** serving as **Capability and Digital Transformation Centers**. He is **the only person in Türkiye to have developed model factories**.

- He has had the opportunity to benchmark his **Digital-Lean Transformation approach** against **world-leading models**, which allowed him to further enhance this framework.
- Later, he became the **first in the world** to develop his own **model factory in Virtual Reality (VR)**, where he started delivering **Digital-Lean Transformation trainings**.
- He develops **On-the-Job Trainings (OJT)** in VR environments.
- He has developed an **easy-to-use, plug-and-play MES system** offering **fast and cost-effective solutions**.
- He is a **solution partner of Dinamo ERP**.
- He works on **Digital Twins** through **ERP-MES-VR integration**.
- As **Shingo Institute Türkiye Branch**, he provides **high-level operational and organizational excellence workshops and consulting services**.
- He serves as a **consultant for the World Economic Forum's Global Lighthouse Network (GLN)**.
- He is an **EFQM Business Excellence Assessor**.
- He is an **Assistant Professor at the Turkish-German University**, teaching **Industry 4.0-related subjects**. He is currently working on **transforming the Mechanical Laboratory into a Twin-Transformation (Lean-Digital-Green) Model Factory**, aligned with **WEF Lighthouse Operating System** and the **UN Sustainable Development Goals (SDGs)**.